

# March

Magic Lantern Society  
US and Canada

NEWS 2015



Be Sure to LOOK for those Buttons and roll-over effects

*Click to Help Our Friend Celebrate St Patrick's Day*

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## Response to Slide Inquiries

### From Douglas Hausknecht, Ph.D.

I just emailed Eric and suggested that his slide of 5 (not 4) children in bed are the Dionne Quintuplets.

Quaker Oats was headquartered here in Akron and old ads featuring the quints pop up all over town.

Douglas Hausknecht, Ph.D.  
Associate Professor of Marketing and  
International Business  
CBA Assessment Officer  
The University of Akron

I'm guessing it will be "The Evening Prayer.  
2. Four children in a bed- label says only  
DISSOLVING-  
would the other  
slide  
show them  
sleeping?



From Eric Stott

## Some History of Oregon in Slides



Clatsop County Historical Society puts on slide show at Liberty Theater.

ASTORIA — This isn't your grandmother's slide show — but it could be.

The Clatsop County Historical Society, in partnership with the Oregon Historical Society, presents a pictorial history of the state of Oregon — from James Cook's early coastal forays in 1778 to the construction of the St. Johns Bridge in Portland in 1931.

Comprised of approximately 100 glass lantern slides, this show was originally put together as a public educational program by the Colonial Dames of America in approximately 1935

From



<http://www.coastweekend.com/cw/recreation/20150209/view-history-of-oregon-in-pictures-friday>

See also

<http://orhistory.com/event/a-pictorial-history-of-oregon-glass-lantern-slides-from-the-oregon-historical-society>



Your Opportunity to Use These Words



- Be a Contributor
- Share Your Knowledge
- Tell that Interesting Story
- What's Your Special Interest?
- What Will You Contribute?
- Contributions Needed for The Magic Lantern Gazette



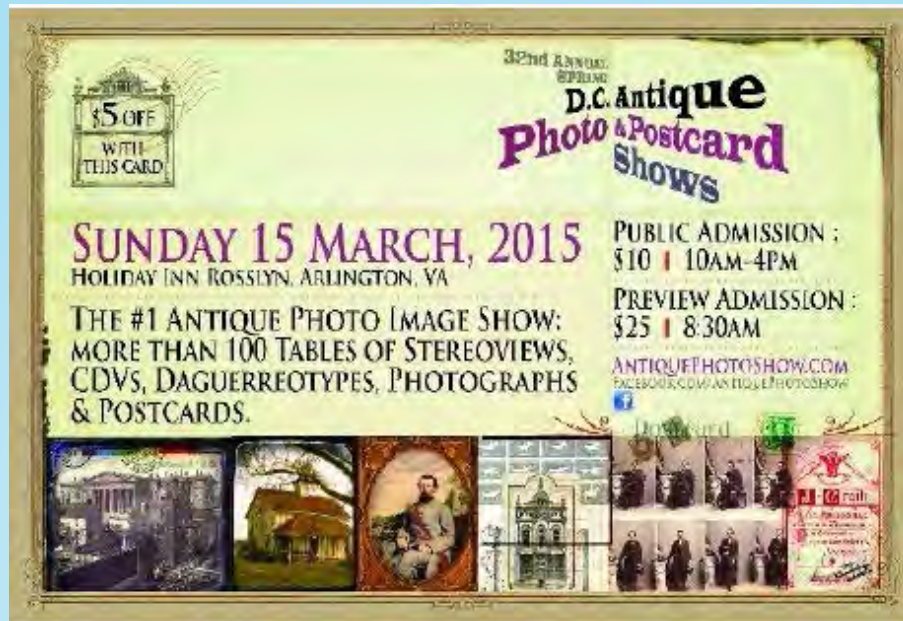
Please contact  
Kentwood D. Wells  
Editor, The Magic Lantern Gazette

[kentwood.wells@uconn.edu](mailto:kentwood.wells@uconn.edu)



## 32nd Annual Antique Photo & Postcard Shows

From  
Tom Rall



<http://antiquephotoshow.com/>



Both customers and exhibitors are invited to bring historic military images to the 32nd Annual Spring D.C. Antique Photo and Postcards Show, Sunday, March 15, at the Holiday Inn Rosslyn, 1900 N. Fort Myer Dr., either to be scanned for future inclusion in Military Images Magazine or appraised for possible future auction consignments at Cowan's Auctions.

Society member Pat Kulaga, a major ebay seller of lantern slides as PKGeneralStore, is taking a table at the show!

For more information contact Show Manager Tom Rall, 703-534-8220; or Postcard Show Promoter Jeff Bradfield, 540-476-2666.

at the  
Holiday Inn  
Rosslyn,  
Arlington,  
VA.

## INQUIRY

From George Auckland

Chairman, The Magic Lantern Society

From Carolyn Vega

I am a curator at the Morgan Library & Museum in New York. We are putting on an Alice exhibition this summer and will be showing lantern slides from the third part of the Primus junior lecturers' series (no. 778). Our set does not have accompanying text, but nothing appears to be missing. Do you know whether all sets in this series were issued with read-along text? Or, what would be the best reference publication to start with?

Thank you very much!

Carolyn Vega

[cvega@themorgan.org](mailto:cvega@themorgan.org)

1-212-590-0337

From Larry Rakow

Just sent pdf's of all three Alice readings to the Morgan... Larry Rakow  
Feb 02/14/15 2:46 PM



# Magic Lantern Society of the United States and Canada

## Annual Financial Report

*January 1, 2014 through December 31, 2014*

### CLOSING BALANCE PRIOR ANNUAL REPORT

Operating Balance January 1, 2014	\$ 16,377.23
Research Award Fund January 1, 2014	\$ 606.34
<b>Total Cash Balance January 1, 2014</b>	<b>\$ 16,983.57</b>

### INCOME

Membership Dues - Note 1	\$ 5,058.56
Gazette Sales - Hard Copy	\$ -
Electronic Files Sales-Gazette and Index CD/DVD	\$ -
Donations	\$ -
Interest	\$ 0.07
<b>Subtotal Income</b>	<b>\$ 5,058.63</b>

### 2014 CONVENTION

Supplies/Mailings/Administration/Food/Rentals/Printing/	
Transportation/Registration Packets	\$ (4,934.91)
Saturday Night Show Expenses	\$ (308.00)
Refunds - Registration Overpayments	\$ (50.00)
Thursday Night Hospitality Room Rental	\$ (214.00)
Saturday Night Dinner	\$ (1,980.50)
Auction Payout	\$ (3,716.70)
Show Tickets	\$ 150.00
Sales Tables	\$ 240.00
Registrations	\$ 8,704.65
Saturday Dinner	\$ 3,080.00
Day Passes	\$ 150.00
Auction Income	\$ 4,483.00
<b>Subtotal Convention</b>	<b>\$ 5,603.54</b>

### OPERATING EXPENSES

#### Administration

Postage - Note 2	\$ (44.60)
Supplies	\$ (117.16)
<b>Subtotal Administration</b>	<b>\$ (161.76)</b>

#### Electronic Files - Gazette and Index

CD/DVD Electronic File Postage	\$ -
CD/DVD Electronic File Supplies	\$ -
<b>Total Electronic files - Gazette and Index</b>	<b>\$ -</b>

#### Membership Directory - Spring 2014

Postage	\$ (183.63)
Printing	\$ (282.84)
Supplies	\$ (25.67)
<b>Subtotal Directory</b>	<b>\$ (492.14)</b>

#### Gazette - 3 Issues - Note 3

Postage	\$ (1,090.60)
Supplies	\$ (118.06)
Printing	\$ (1,083.55)
<b>Subtotal Gazette</b>	<b>\$ (2,292.21)</b>

#### Membership

Awards/Memorials - 2013 Research Award - Note 4	\$ (500.01)
New Member Welcome Postage	\$ (65.30)
New Member Welcome Supplies	\$ (65.30)
Renewal Member Postage	\$ (95.24)
Renewal Member Printing	\$ (50.09)
Renewal Member Supplies	\$ (6.51)
<b>Subtotal Membership</b>	<b>\$ (717.15)</b>

#### Publicity

MLS Flyer Printing	\$ -
MLS Flyer Postage	\$ -
<b>Subtotal Publicity</b>	<b>\$ -</b>

#### Website

Network Solutions private name	
registration through 5/31/15	\$ (15.99)
Webpage Consulting - Updates - 100% complete	\$ (1,500.00)

<b>Subtotal Website</b>	<b>\$ (1,515.99)</b>
<b>Subtotal Operating Expenses</b>	<b>\$ (5,179.25)</b>

### Total Balance December 31, 2014

- All Accounts	\$ 22,466.49
<b>Research Award Fund held in Checking Account</b>	
- Note 4	\$ 106.40
<b>Net Operating Balance</b>	
<b>December 31, 2014</b>	<b>\$ 22,360.09</b>

### NOTES

*General: All funds held in traditional checking/savings accounts at Bank of America.*

*1. Dues Income listed above is Net Income and does not include \$ 55.12 in PayPal service charges. 54 new/renewing members paid their membership via PayPal in this reporting period.*

*2. Administrative postage includes mailing hard copy e-pubs to members without email access.*

*3. Vol 25, No. 3, Vol 25, No. 4 and Vol 26, No. 1*

*4. 2013 Research Award presented at the 2014 Convention. Prior year balance \$ 606.34 + \$ 0.07 interest - \$ 500.01 payout = current remaining balance.*

*Respectfully submitted, Ron Easterday, President,  
February 14, 2015*



14/01/2015

**From: Micah Howerton**  
digitalmicah@gmail.com

## Came Across Lanter Slides

Hello,

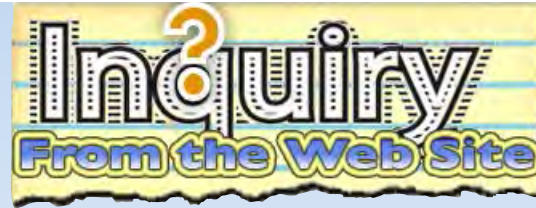
I was at a yard sale recently and came across these slides, and as I have done more research, I found out about the Magic lantern and the slides (very interesting history there). I am trying to find out the personal history on the slides I have (if any). I believe they are printed from the color of the tape around the edges, which is orange. Other than that, I have no idea how to identify them. They aren't signed by anyone, and I don't see any company logos on them. I have taken some pictures, and was wondering if you might take a moment to see if you can help give me some backstory on them? I can email the pictures if this is acceptable. If not, thank you still for the time.

Micah H.

On Fri, Jan 16, 2015

Hello Micah

Thank you for the images. They are what is known as lithographic images, basically printed on the glass, of the variety called Panorama slides. These lithographic examples were produced in large quantities in Continental Europe,



especially in Germany by such companies as Ernst Plank (the probable makers of yours), Bing etc and by such firms as Lappiere in France. They would date from around 1890 - 1900 and were made in a whole range of sizes from 4"x 1 1/2" to 3 1/2"x 11", for use in the tin plate toy magic lanterns for children. The continuous images on yours appear to be a 'cowboys and indians' story, though I am not aware of its title. The four images of two gentlemen on the one slide are half of a set of 8 of a fishing story - I think it may be called 'Jones goes Fishing' but would need to check up to be sure. Almost all the toy lanterns made in Germany were made in the town of Nuremberg, where the industry first had

its beginnings in around 1800. There is a good article about this in the current edition of the Journal of the British Magic Lantern Society.

I have a tin plate magic lantern by E Plank in its original box with slides which have just the same coloured paper binding as yours have.

There is a fine book on toy magic lanterns by Ernst Hrabalek that covers almost the entire range of toy lanterns and the slides that went with them.

I hope this may help a bit. If you need any further assistance do let me know.

Regards

David Evans  
Secretary/Treasurer  
The Magic Lantern Society of USA & Canada

19/01/2015

wow, thank you so much for all the information. Its all very interesting and has given me a new subject to read up on. Very much appreciated. That should be all I need to know in order to do more research myself, but if anything comes up, I will shoot you another email. Thank you again sir!

Micah

# Inquiry

From the Web Site

16/01/2015

**From: Georgina Torello**

georgina.torello@gmail.com>

## Argentinian slides?

I am Georgina Torello, a silent cinema scholar (particularly Italian and south American). I've recently began to study the combined use of magic lantern slides and movies. I bought three ads slides from Argentina, but I am not sure about their authenticity (mostly because of the format 2x3 inches approx). The frame is made of wood and they are black and white. Could you help me? If you give me an email where I can send you the pictures, it would be great.

Sincerely,  
Georgina

January 17, 2015

Hello Georgina

Thank you for your enquiry, and do please send the pictures to me. As you are no doubt aware, advertising lantern slides were used in conjunction with movie films right up to the post-war period in both USA and UK, though I can't speak for Argentina. Certainly the format of 2x3 inches rather suggests that they might be late examples produced with a film base rather than printed on glass as the earlier ones were. Usual North American format was 3.25"x4" and 3.25" square in UK.



I may be able to suggest more when the images arrive, or could pass them on to others who may have more information.

If you have a mind to publish your research, I feel sure the editor of the journal of the Magic Lantern Society of US and Canada would be pleased to hear from you.

Good luck with your project.

Regards

David Evans  
Secretary/Treasurer  
The Magic Lantern Society of USA & Canada

04/02/2015

Hello Georgina

I don't think these are magic lantern slides, as the tissue paper on the back would make the image very poor if projected. Also the format isn't right for a lantern - the glass is too large and the frame too small. The condenser lens on a lantern is typically about 5 inches in diameter, so that a 3 inch square image would sit in the centre of the lens. The frame of the slide needs to be big enough to mask out the rest of the condenser, which your images wouldn't do with their small frames. I think they were for rear illumination in some form of static advertising display - something like a light box - on which they could

be placed, perhaps with a large cover glass to protect them from public fingers. It would be interesting to know! For a slide you need the best and sharpest detail possible, as the slide may well have to be projected on to a huge screen like a cinema has. The tissue paper acts as a diffuser and is not what you want for projection. The images do look like the 1930s, but I haven't seen anything like them here. Maybe one needs to research the history of advertising in Argentina?

Do let me know if you find anything else about them.

Regards

David



# Inquiry From the Web Site

09/02/2015

**From: Britt Anderson**  
brittanderson@hotmail.com

**Subject: slide-o-graf**

I just acquired a Slide-O-Graf and have been trying to find one online, but cannot. I stumbled upon your website and am wondering if this item would be considered a Magic Lantern? Do you have any information about the Slide-O-Graf-- or know where I might find more information? I'm also considering selling it and wondering if you know value of such an item. Any information you could give me would be much appreciated. I can send pictures if you'd like. Thank you in advance for your assistance-- I've never heard of such an item-- very interesting!

**Dear Britt**

The Slide-O-Graf was an advertising aid for business use and occurred in several variations. It was advertised in trade journals for use in store windows in 1922 but not sure how long it was available. Some years, one would assume. The Model 1 showed just a single slide, but other versions could show several on a rotational basis. Regarding the value, hard to say, but one on eBay in 2013 made just \$50. See the attached for an advert for the device. If you could let me have a picture or two of yours, maybe a bit more information could be obtained.

I hope this helps a bit.

Regards

David Evans  
Secretary/Treasurer  
The Magic Lantern  
Society of USA & Canada

## Tell Your Story Where You Sell Your Goods

Model No. 1 shows one slide



—flash your message every twenty seconds in a thousand dealers' windows

—show your product in its living colors where millions pass

—it will attract the prospects to the stores that sell your product

—an invitation to buy that can hardly be resisted.

*A Dealer Help that Helps the Dealer—and the Advertiser, Too*

## The SLIDE-O-GRAF

is a compact, inexpensive device that can be readily accommodated in the dealer's window or inside his store. It advertises your product through the medium of standard sized colored slides. The slides can be changed as often as you please.

The SLIDE-O-GRAF is sold on an exclusive basis.

Your competitor can't buy it at any price, once we have sold it to you.

Send for our illustrated folder today. Learn what the SLIDE-O-GRAF can do for you in your business.

You can't plan the year's advertising until you know all about the SLIDE-O-GRAF.

Model No. 8 shows six slides in succession



1—Your Slogan.  
2—Your Slide.  
3—Your Product in Use.

**STANDARD SLIDE CORPORATION**

*Largest Makers of Slides in the World*

213 West 48th Street

New York City

*SLIDE-VERTIZE in your Dealer's Theatre*

*SLIDE-O-GRAF in his Store Window*

## Opportunity to Purchase Alethoscope

**Offer Deadline March 16, 2015**

The Town of North Hampton is offering a rare nineteenth century Alethoscope (alternative spelling / name is Aleoscopio). The enamel name plate indicates it was produced by Carlo Naya in Venice. In it, albumen photographs are backlit or lit by daylight through a system of opening doors, and lenses and mirrors create the optical illusion of depth and perspective.

The Alethoscope is composed of wood, brass, steel, mirror, and glass. It is missing its stand as well as several knobs and pieces of plain molding and one door. The enamel name plate is abraded but readable. The surface is coated in dust and dirt. The glass and mirrors also are dirty, and some of the brass and steel fittings and mirrors are corroded. A conservator's description and treatment proposal is available. The device measures approximately 32 inches long, 18 inches wide and 17 inches high. The following show four images of the device.



Carlo Naya (1816 - 1882 ) was an Italian photographer who opened a studio in Venice in 1857, selling his photographs through Carlo Ponti, an established photographer, publisher, and optical equipment inventor and dealer. Ponti (1823-1893) invented the Alethoscope in 1860 and patented it in 1861. He later invented a larger device called the Megaletroscope. When Naya began marketing the Alethoscope under his own name, Ponti claimed copyright infringement, the partnership dissolved in 1868, and protracted litigation began.

The Town expects the buyer to arrange for the packing, insurance, and shipping of the device. Payment via an electronic transfer or cashier's check is required prior to its shipment. With advance notice, the Town will arrange for a potential buyer or buyer's representative to view the device on site.



Inquiries or letters of interest should be addressed to:  
North Hampton Heritage Commission  
North Hampton Town Offices  
233A Atlantic Avenue  
North Hampton , NH 03862 or  
[nhheritage@gmail.com](mailto:nhheritage@gmail.com)

Offers can be made up to Monday, March 16, 2015



**On February 19th  
for PUGET SOUND  
PHOTOGRAPHIC  
COLLECTOR SOCIETY**

**Program for February**

**Magic Lantern Presentation**

John Potter presented a magic lantern side presentation from his collection of historic slides. Slides included slides showing Seattle and Tacoma history.



**Mark Your  
Calendar!**

35th Annual  
Camera and  
Photographica  
Sale, Swap,  
& Show  
**April 11**  
Kent Commons  
525 Fourth Ave. N  
Kent  
Washington

A Time and Place to Find Those Lantern Treasures

**Member  
Activity**



**On February 7th**

**From the Okanogan Valley Life**

Story and Photos by Gary DeVon

Larry Cederblom of Once Upon a Slide demonstrates his Magic Lantern, a way of projecting pictures that predates motion pictures. The slides can even have motion, like a kaleidoscope or movement like a cartoon. The slide above shows a car used in a Seattle to Hazelton, BC journey in 1911. However, the cars in the background were more modern. This led Cederblom to want to discover the story behind the historic journey. The two adventures in the car actually crossed in to Canada at Oroville and he had a side to prove it as well.

The presentation was brought to Oroville by the Borderlands Historical Society and the Okanogan County Historical Society. The presentation was made at Vicki's Backdoor Club and the screen was provided by the Tumbleweed Film Festival.

Kay Sibley of the OBHS also showed several photos of Frank Matsura, a Japanese frontier photographer who made Okanogan County his home. Matsura was fond of taking selfies of himself alone and posing with friends.





## Dr. Sarah Dellmann

### From Gwen Sebus

Dear All,

Last Friday Sarah Dellmann defended her thesis "Images of Dutchness. Popular Visual Media, the Emergence of National Clichés and the Creation of Supposed Common Knowledge about the Netherlands and the Dutch (1800-1914)" at the University of Utrecht. Nearly all the Dutch lanternists were present at the ceremony.

This was a unique project. Sarah catalogued, researched and analyzed thousands of images, among which nearly all the photographic slide sets about The Netherlands produced by foreign slides makers.

All the Dutch MLS-members, some MLS-members from outside the Netherlands and other collectors and lanternists helped Sarah by looking through their collections of slides and stereos. The way Sarah looked at slides by comparing and interpretation the images and readings is very special.

Although the chapter 'magic lantern slides' at the end is only a minor part of her thesis, her work is very useful for interpreting images and specially lantern slides and readings.

I hope that there will be other students to do similar research in the future with slides about other countries.

After the defense and the laudation, there was a big party with - of course - a special

magic lantern show (where also some of her slides she used for her research were shown).

Here is a picture of Sarah with her thesis, having finished her defense and awaiting the committee of professors to return for their decision and the laudatio. (It was the only moment I was allowed to take pictures.)

Congratulations to Dr. Sarah can be sent to S.Dellmann@uu.nl.

Best wishes,

Gwen Sebus



**Highlights of the Upcoming Specialty Auction**  
**World's No.1**  
**»Photographica & Film«**  
**21 March 2015**  
*Extraordinarily important sale of rare collector's items and exhibition pieces!*

**Prices:** Fr., 20 March 4 - 7 pm \* Sat 21 March 8 - 10 am  
**Reception/Hall:** Fri 20 March 5-7 pm  
 \* More viewing opportunities available upon request \*

Fully illustrated bi-lingual (Eng./German) COLOUR catalogue:  
 English: Single catalogue € 28,- \*  
 German: Single catalogue € 28,- \*  
 Overseas price for USA, Japan, etc. (incl. airmail delivery): € 37,- (approx. US-\$ 52,-).  
 Delivery against prepayment only (Bank draft/cash or by Credit Card with expiry date and CVV security code: Mastercard / Visa / AmEx).

© 2015 by Auction Team Breker, Koeln/ Germany

»Camera Obscura«, c. 1840	»Dr. Doyen's Deplide Stereo Camera«, c. 1903	»Voigtlander Rarität: »Alpin Spiegelreflex 4,5x6« with Helios 4,5/7mm»	»Störro Photo-Sport Dubronis«, c. 1889	»Ermanox 1:1,8« (Collapsible Bellows Model) 6,5x9cm, 1925	»Hagere Highlight: »Nachkamera 4,5x6« with Plasmal 1,5, c. 1930
»Petzval Portrait Lens by Voigtlander "No. 1382", c. 1845	»Spreiz-Bildsicht 9x12 cm«, c. 1923	»Tropical Series-Reflex« 9x12cm, c. 1928	»Debnal Camera "No. 4", c. 1880	»Original Heseidel »Spiegel-Reflex-Camera« 1-version (12x16,5cm), c. 1893	»Trentat 8x by Carl Zeiss Jena, 1913/14
»Very early »Ermanox 1:1,8« 4,5 x 6 cm, 1924	»Rare large »Lapierre »Laterna Richte«, c. 1880	»Francia (De Luxe) 9x18 cm«, c. 1903	»Rolleiflex 2,8 GX Royals«, c. 1996	»Rolleiflex 2,8 GX Edition "1929-1989"«, 1989	»Rolleiflex 2,8 GX "Rollei 75 Years"«, 1995
»Tropical Wet-Plate Sliding Box Camera«, c. 1860	»Tropical Wet-Plate Sliding Box Camera by G. Harz, London«, 1860	»Original Binoculars by Bausch & Lomb from James Bond 007 Movie »Goldfinger«, 1964, with Certificate of Authenticity	»Zeiss Ikon »Stereotar C 4/3,5 cm« for Contax, 1941	»Prototype: »35mm Reportage Camera by E. Suter« c. 1920	»Leica Fortraner: Tourist Multiplex«, c. 1913
»Leica M1 Olive (Bundeswehrgummi)«, 1964	»Rare and Early Microscope by C. Kellner's Nachf.: Fr. Bethle in Wetzlar«, c. 1859	»Stereo Reflex Camera »Excell Defective Universal No. 7«, 1892	»Archive of Original Correspondence between Remond Talbot, Paris, and the Steinheil Firms«, 1865-1905	»Steinheil "Achromat" No. 18 (First Production Year)«, 1855	»C.F. Stirn's Photographische Geheiß-Camera«, c. 1886
»Edison Projecting Kinetoscopes«, c. 1900					

[http://auction-team.de/new\\_highlights/nh\\_ph\\_03\\_2015.htm](http://auction-team.de/new_highlights/nh_ph_03_2015.htm)



## What Is It?

*Obviously an opaque (i.e. postcard) projector, but does anyone recognise it? The oil lamp is of the Argand type with cylindrical wick (glass chimney missing), the mirror on the adjustable arm is missing too.*

**Please share any information  
you have about this projector.**

**Send to**

**DAVID EVANS**



### ***A Big Thank You to the following:***

Britt Anderson  
George Auckland  
Gary DeVon  
Bob and Sue Hall  
Douglas Hausknecht, Ph.D.  
Micah Howerton  
Ron Easterday  
David Evans  
North Hampton Heritage Commission  
Puget Sound  
Photographic Collector Society  
Tom Rall  
Gwen Sebus  
Georgina Torello  
Kentwood Wells

*for contributing to this months issue.*

### **Now it's your turn to share!**

Do you have a favorite site or a collection of images you would like to share with the rest of the society?  
If your answer is yes! Send site information or your images to Larry and they will be shared in the next E-pub newsletter.

**E-mail Larry**

## **The Bygone Era Entertainment Society**

The Annual General Meeting of the Bygone Era Entertainment Society will take place on Thursday March 12th at 7 p.m. at the Nickelodeon Museum. It will be followed by a showing of the 1958 jazz musical film "St Louis Blues", following the career and compositions of the blues composer W C Handy. It stars Nat King Cole, Eartha Kitt and Mahalia Jackson amongst other jazz greats.

We hope to see you there.

Regards

David Evans  
Bygone Era Entertainment Society

## **Welcome New Members**

### **Blaise Pope**

2500 Sixth Avenue, #805  
San Diego  
CA 92103  
USA  
(619) 702-7728  
bbpope@pacbell.net

Retired Attorney  
Interests: Movie history



# **COMING SOON**

## **Group NW Meeting**

## **Noon March 15**

Mike Kochs  
10715 Silverdale Way NW, Suite 201  
Silverdale, WA 98383

Please bring salad or dessert  
for pot luck.

Remember those show and tells.  
Please RSVP Mike  
[mike@kochlaw.com](mailto:mike@kochlaw.com)  
or (360) 731-4504

If you need directions to the Mikes

**Email  
LARRY**